

VIRTUAL SPRING CONFERENCE

# 3Cs of Transformation

Connect • Communicate • Collaborate



CENTER *for*  
INTEGRATIVE  
HEALTH

insight to innovation

Exhibit, Sponsorship,  
& Advertising Opportunities

June 14-15, 2021

Convene.  
Strategize.  
**Activate.**



The Spring Conference has a 25 year history of gathering 500+ leaders of healthcare, mental health, intellectual-developmental disabilities, and substance use disorder services to discuss policy and implementation issues. For 2021, the event will be **virtual**. A virtual event has numerous benefits - no limit on attendance, multiple virtual networking options, interactive exhibits, and more.

#### VIRTUAL EVENT STATISTICS

- **140,721** SPONSOR IMPRESSIONS (CLICKS)
- **1117** LEADS GENERATED
- **1926** PRIVATE MESSAGES
- **518** COMMUNITY BOARD MESSAGES/INTERACTIONS
- **86** PHOTOS SHARED

**Our first Virtual Conference in December 2020 was very successful. Attendees, Sponsors and Exhibitors alike were impressed:**

***"YOUR EVENT HAD THE INTERACTION AND ENGAGEMENT OF AN EVENT DOUBLE YOUR SIZE."***

- MATTHEW HUDDASH, WHOVA SUCCESS MANAGER

***"OUR TEAM THOROUGHLY ENJOYED THE EVENT! IT WAS A GREAT SUCCESS FOR OUR BUSINESS... THE OPPORTUNITIES EXCEEDED OUR GOALS AND EXPECTATIONS!"***

- EXHIBITOR, SCALES TRAINING COMPANY

***"WE HAD MANY PEOPLE ENTER OUR CONTEST, MORE THAN MOST VIRTUAL CONFERENCES WE'VE ATTENDED. THANK YOU VERY MUCH, I DID FIND THE CONFERENCE VERY PRODUCTIVE."***

- EXHIBITOR, STREAMLINE HEALTHCARE SOLUTIONS

***"I ATTENDED MANY VIRTUAL CONFERENCES IN 2020, AND I2I WAS DEFINITELY ONE OF THE BEST (SERIOUSLY IT WAS IN THE TOP 2). I FELT THAT IT WAS VERY INTERACTIVE CONSIDERING THE CONSTRAINT OF BEING VIRTUAL. AND ALL OF THE SESSIONS I ATTENDED WERE FABULOUS. I LEARNED SO MUCH."***

- ROLA AAMAR, PHD, CLINICAL EFFECTIVENESS CONSULTANT, RELIAS

**We have high hopes that the Spring Conference will be even more successful! Plan to join us!**

# Virtual Exhibits with Face-to-Face Interaction

## Virtual Exhibit - \$500

### INCLUDES:

- A Comprehensive Exhibitor Listing on the Conference Website & APP – includes: promotional video, logo, website link, organization description, staff contact, request for information and door prize sign up
- **Ability to Host Live face to face meetings with attendees during “Exhibit Office Hours” designated on the agenda – Add Push Notification About Your Meeting\***
- **NEW – Passport Contest to enhance Attendee/ Exhibitor Interaction**
- Ability to set up face to face meetings after Office Hours with potential customers during the Conference
- Live Interactive Chat with Attendees
- Capacity to upload video about your product or service for attendees to watch
- Ability to receive contact information for attendees requesting information and signing up for door prize
- Option to upload product/service photos
- Offer Booth Prize Give Away
- Receive list of all conference attendees and contact information
- Complimentary Meeting Registration for 2 Exhibit Staff – **Attend Sessions**

### AND I2I WILL:

- Make Conference Exhibitors Information Open to over 9000 Leaders for 1 Month Immediately Following the Conference **Increased Exposure!**
- Post Link to Exhibitors on Conference Webpage Prior to the Conference and in Marketing emails – **Exposure to Thousands Before Event!**
- **Send a Mobile APP Push Notification message to all participants with link to your live Exhibit Office Hours. (\$200)**

If you have any questions, please contact Jean Overstreet, Development and Communications Director at (919) 455-6244 or by email at [jean@i2icenter.org](mailto:jean@i2icenter.org).

## CONFERENCE ADVERTISING OPPORTUNITIES

### ADVERTISE IN CONFERENCE PROGRAM

The Conference Program is **THE marketing tool distributed to over 9,000** MH/I-DD/SUD and healthcare system leaders! Ads are full color and live – linking directly to your website or video with one click.

**Full Page Live Ad.....\$800**  
(7.25 wide x 9.25” high) 558 PX WIDE x 738 PX HIGH

**Half Page Live Ad.....\$600**  
(4.25” wide x 7.5” high) 369 PX WIDE x 558 PX HIGH

**Quarter Page Print Ads.....\$450**  
(3.5” wide x 4.25” high) 270 PX WIDE x 369 PX HIGH

**Ad on Conference Webpage.....\$500**  
(3.5” wide x 4.25” high) 270 PX WIDE x 369 PX HIGH

**Ads MUST be sent in color** EPS, high resolutions PDF or JPEG file - 300 DPI resolution or better by **3/30** or **4/30**

PACKAGES OFFER EXCLUSIVE EXPOSURE!

# Conference Sponsorships

## Recognition throughout Event!



### PLATINUM SPONSORSHIP - \$2,500

#### INCLUDES:

- Exhibit Booth with ALL its features  
See Virtual Exhibit
- Sponsor page that includes your: logo, promotional video, contact information, and website, plus the ability to set up live face-to-face meetings with attendees. The Sponsor pages will be available on the Conference Website Platform and the i2i website.
- i2i to send in APP Push Notification reminder about your Virtual Meeting with link to all attendees
- Sponsor Recognition in multiple areas of Conference Platform. Your Live Logo will be on display linking to either your Sponsor Page or website throughout event:
  - Displayed on i2i's Event Website
  - On Conference Platform Page
  - On Mobile APP Session Pages; and
  - On Mobile APP Attendee Profile Page
- **NEW** Live Full Page Ad in Conference Program (*ads due by 3/30 or 4/30*)
- **NEW EXCLUSIVE** Your logo (linking to your webpage) on the i2i Conference Registration Page - **targeted exposure to registrants!**
- Your Organization's Logo (live) included on all conference marketing/promotion emails - sent to over 9,000 professionals
- Sponsorship Recognized During the Opening Plenary Session - largest gathering of attendees
- Your Sponsorship and Live Logo Highlighted in Conference Program

### GOLD SPONSORSHIP - \$1,500

#### INCLUDES:

- Exhibit Booth with ALL its features  
See Virtual Exhibit
- Sponsor page that includes your: logo, promotional video, contact information, and website, plus the ability to set up live face-to-face meetings with attendees. The Sponsor pages will be available on the Conference Website Platform and the i2i website.
- Sponsor Recognition in multiple areas of Conference Platform. Your Live Logo will be on display linking to your website throughout event:
  - Displayed on i2i's Event Website
  - On Conference Platform Page
- **NEW** Half Page Ad in Conference Program
- Your Organization's Logo (live) included on two conference marketing/promotion emails - sent to over 9000 professionals
- Your Sponsorship and Live Logo Highlighted in Conference Program

**SPONSORSHIP SIGN UP NO LATER THAN  
APRIL 30TH TO ENSURE FULL BENEFITS**

# Expand Your Exposure

## Sponsor a Quality Event



### **OPENING PLENARY SESSION.....\$2,000**

Our Opening keynote will be a dynamic presenter and all leaders will be sure to attend!

**SPONSORSHIP INCLUDES:** Your sponsorship announced and recognized at Opening Plenary session, Logo included on Opening Slide, your organization's logo and name prominently displayed in Conference Brochure as Sponsor – distribution to over 9,000 contacts via multiple emails, website and social media posts; your organization's name prominently noted as sponsor in any media/social media outreach; sponsorship and organization logo displayed on Conference Webpage, Phone APP; and your organization's logo displayed in conference marketing emails (logo live).

### **CLOSING PLENARY SESSION.....\$1000**

We will close the conference with a special presentation that will leave attendees thinking.

**SPONSORSHIP INCLUDES:** Your sponsorship announced and recognized at Closing Plenary session, Logo included on Title Slide, your organization's logo and name prominently displayed in Conference Brochure as Sponsor – distribution to over 9,000 contacts via multiple emails, website and social media posts; your organization's name prominently noted as sponsor in any media/social media outreach; sponsorship and organization logo displayed on Conference Webpage, Phone APP; and your organization's logo displayed in conference marketing emails (logo live).

### **QUICK CONTENT**

#### **TRAINING OPPORTUNITY.....\$600**

A limited number of organizations will be given the opportunity to share a 20-minute training video with 10 minutes of Q&A/Chat time with attendees for inclusion on the conference agenda. These videos should be content and issue focused. For example, an EHR vendor may do a video on, "The Critical Role of Data Sharing for Integrated Care." Offering content on a topic relevant to your product or service is a great way to draw attention to your organization. i2i must pre-approve your training topic. Note, the video should not be a sales pitch.

#### **I2I'S PROMOTION OF YOUR TRAINING VIDEO INCLUDES:**

Listing on the conference agenda, your speakers included in the list of Conference Presenters, i2i will advertise your training to potential attendees via two marketing emails to over 9,000 leaders, and you will receive the list of attendees with contact information that watched your video.

### **SPONSOR A SESSION.....\$800**

i2i's conference sessions are well known for quality content. We only choose the best speakers and most relevant topics while offering expertise from national presenters as well as state innovators.

**SPONSORSHIP INCLUDES:** Recognition of your support by speaker, playing a 30-60 second promotional video prior to the session, sponsorship recognized on agenda, in the Conference Brochure and in marketing emails sent to over 9000 leaders.

### **SPONSOR CATCH UP MEETING.....\$500**

There will be a number of critical topic Catch Up Meetings with a subject matter experts facilitating the meeting to allow participants more time for discussion around important issues of the day. Speaker will recognize your support and play your 30-60 second promotional video just before the meeting begins.

## Host Some Fun!

### **HOST A GAME NIGHT FOR ATTENDEES.....\$500**

Help bring attendees together for some fun interaction by hosting a virtual game night. As the host you decide on the game and run the event. **The i2i Center will** post your event on the agenda, remind attendees of your game time, provide a link to the meet up, and highlight the event on email marketing. You may play a 30-60 second promotional video just before the event begins.

### **HOST A MORNING STRETCH.....\$500**

Do you know a yoga or exercise instructor who would like to host a morning event for our conference? You are invited to host and sponsor this event. **i2i will** put the event on the agenda and advertise it to attendees. You may play a 30-60 second promotional video just before the event begins.

### **WE ARE OPEN TO YOUR IDEAS TO HOST A VIRTUAL EVENT!**

Just email [jean@i2icenter.org](mailto:jean@i2icenter.org) and let her know what type of virtual event you might be interested in hosting and sponsoring to bring more enjoyment to the conference attendees while we socially distance.



# THANK YOU!

## 2021 Friends and Donors

**3C** OF Transformation  
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CHAMPION DONOR



CHAMPION DONOR



FRIEND



i2i PARTNER



FRIEND



i2i PARTNER



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**SIGN UP FOR** EXHIBIT, SPONSORSHIP OR ADVERTISING OPPORTUNITIES